



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

CONTRACT

Contract / Revision	Alt Order #
952872 /	06321253
<u>Product</u>	
AMERICAN CROSSROADS	
<u>Contract Dates</u>	<u>Estimate #</u>
09/19/12 - 09/27/12	1017
<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads - Issue	09/18/12 / 09/18/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WLWT	Mica Hansen
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25+	
<u>IDB#</u>	<u>Advertiser Code</u>
	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	09/21/12	09/21/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12 - 09/23/12												
			----1--					1	\$850.00			
N 2	WLWT	09/21/12	09/21/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12 - 09/23/12												
			----1--					1	\$1,200.00			
N 3	WLWT	09/21/12	09/21/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12 - 09/23/12												
			----1--					1	\$800.00			
N 4	WLWT	09/21/12	09/21/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12 - 09/23/12												
			----1--					1	\$1,500.00			
N 5	WLWT	09/24/12	09/24/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12 - 09/30/12												
			1-----					1	\$1,700.00			
N 6	WLWT	09/24/12	09/24/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12 - 09/30/12												
			1-----					1	\$850.00			
N 7	WLWT	09/24/12	09/24/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12 - 09/30/12												
			1-----					1	\$1,200.00			
N 8	WLWT	09/24/12	09/24/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12 - 09/30/12												
			1-----					1	\$1,500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc., does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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09/19/12 - 09/27/12	AMERICAN CROSSRO	1017

Advertiser	Original Date / Revision
American Crossroads - Is	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	1-----				1	\$1,500.00			
N 9	WLWT	09/20/12	09/27/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	---1---				1	\$1,700.00			
		Week: 09/24/12	09/30/12	---1---				1	\$1,700.00			
N 10	WLWT	09/20/12	09/27/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	---1---				1	\$850.00			
		Week: 09/24/12	09/30/12	---1---				1	\$850.00			
N 11	WLWT	09/20/12	09/27/12	6-630p M-F news	6-630p		:30			NM	2	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	---1---				1	\$1,200.00			
		Week: 09/24/12	09/30/12	---1---				1	\$1,200.00			
N 12	WLWT	09/20/12	09/27/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	---1---				1	\$800.00			
		Week: 09/24/12	09/30/12	---1---				1	\$800.00			
N 13	WLWT	09/20/12	09/27/12	NBC Today Show	7-9a		:30			NM	2	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	---1---				1	\$1,500.00			
		Week: 09/24/12	09/30/12	---1---				1	\$1,500.00			
N 14	WLWT	09/25/12	09/25/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-1-----				1	\$1,700.00			
N 15	WLWT	09/25/12	09/25/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-1-----				1	\$850.00			
N 16	WLWT	09/25/12	09/25/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-1-----				1	\$1,200.00			
N 17	WLWT	09/25/12	09/25/12	6-7a news	6-7a		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-1-----				1	\$800.00			
N 18	WLWT	09/25/12	09/25/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-1-----				1	\$1,500.00			
N 19	WLWT	09/19/12	09/26/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
		Class of Time - Pre-emptible with notice										

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 09/17/12	09/23/12	--1----	1	\$850.00						
		Week: 09/24/12	09/30/12	--1----	1	\$850.00						
N 20	WLWT	09/19/12	09/26/12	6-630p M-F news	6-630p		:30			NM	2	\$2,400.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 09/17/12	09/23/12	--1----	1	\$1,200.00						
		Week: 09/24/12	09/30/12	--1----	1	\$1,200.00						
N 21	WLWT	09/19/12	09/26/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 09/17/12	09/23/12	--1----	1	\$800.00						
		Week: 09/24/12	09/30/12	--1----	1	\$800.00						
N 22	WLWT	09/19/12	09/26/12	NBC Today Show	7-9a		:30			NM	2	\$3,000.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 09/17/12	09/23/12	--1----	1	\$1,500.00						
		Week: 09/24/12	09/30/12	--1----	1	\$1,500.00						

Totals

31 \$36,450.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	31	\$36,450.00	\$30,982.50
Totals	31	\$36,450.00	\$30,982.50

✓

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

9/18/12 Stephen Mung
Signature

Date

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title